



SAMPLE NEWS RELEASE

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CONTACT

[INSERT CONTACT'S NAME]

[INSERT CONTACT'S PHONE]

[INSERT CONTACT'S EMAIL]

**[INSERT ORGANIZATION'S NAME] JOINS NATIONAL MOVEMENT TO
HELP ASIAN AMERICAN AND PACIFIC ISLANDER STUDENTS**

*Grassroots Campaign Asks Campus Administrators, Higher Education Leaders,
and Policymakers to "Wake-up" and Pay Attention to Students who are the "Changing Face of America"*

[INSERT CITY, STATE] **[INSERT DATE]**—**[INSERT ORGANIZATION'S NAME]** is partnering with a new public awareness effort, the "We're the Changing Face of America" campaign, to help increase access and completion among Asian American and Pacific Islander (AAPI) students, the fastest-growing, but often the most overlooked and underserved student population at U.S. colleges and universities. The multi-layered, grassroots effort is directed by the Asian & Pacific Islander American Scholarship Fund (APIASF) and the National Commission on Asian American and Pacific Islander Research in Education (CARE)—the leading AAPI student- and research-focused organizations, respectively.

As a campaign partner—along with other supporters at business, civil rights, community-based, and student- and youth-advocacy organizations—**[INSERT ORGANIZATION'S NAME]** plays an important role in sharing information and messages. In addition, the campaign works through strategic partnerships with three Asian American and Native American Pacific Islander-Serving Institutions: De Anza College, City College of San Francisco, and South Seattle Community College.

[INSERT ORGANIZATION'S QUOTE]

According to the 2010 U.S. Census data, the AAPI population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. Unfortunately, college completion remains elusive for many young AAPI students because harsh realities and unique challenges that hinder them from gaining access to higher education and/or earning a college degree. For example, nearly 65 percent of adults 25 or older, in some AAPI subgroups, will never attend college.

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“As APIASF looks to strengthen communities across the country and in the Pacific Islands, this campaign provides a critical opportunity to help increase student success, support institutional capacity at the colleges and universities that are serving the highest concentrations of AAPIs and mobilize the public to change the national education dialogue to be more inclusive,” said APIASF President & Executive Director Neil Horikoshi. “The success of AAPI students is essential to reaching America’s goals of developing a pipeline of skilled workers to support our national economy, which makes us all invested in this campaign.”

In addition, further engagement and outreach will be made via the campaign’s newly-launched website, www.changingfaceofamerica.com. The site serves as an online community for campaign partners providing fact sheets, template outreach materials, and various tools and resources. Most importantly, the site features AAPI student stories and voices students directed at campus administrators, higher education leaders, and policymakers who are encouraged to take the following immediate actions:

- **Invest more in colleges and universities that serve AAPI students.** Asian American and Native American Pacific Islander-Serving Institutions, or AANAPISIs, enroll and confer degrees to a large concentration of the nation’s AAPI undergraduate students. It is essential to build capacity to better understand and respond to these institutions’ unique needs.
- **Increase federal and state financial resources for widespread AAPI student access and success.** America’s colleges and universities must prepare adequately for the large and growing 1.3 million AAPI student population, particularly because these students often have the lowest educational attainment rates and some of the highest poverty rates in the country.
- **Give more attention to understanding AAPI students.** Policymakers and higher education leaders should expand their knowledge about and be more responsive to the AAPI community, rather than believe and act upon longstanding stereotypes and perceptions that hinder AAPI students from gaining access to higher education and/or earning a college degree.

“This campaign aims to encourage higher education practitioners and policymakers to be more mindful of and responsive to a rapidly changing demographic landscape,” said CARE Principal Investigator Robert Teranishi. “More specifically, we want to raise awareness about the extent to which the Asian American and Pacific Islander community exemplifies the changing face of America.”

For more information about the “We’re the Changing Face of America” campaign, email info@changingfaceofamerica.com or visit www.changingfaceofamerica.com. Also, follow the campaign on Facebook (www.facebook.com/changingfaceofamerica) and Twitter (www.twitter.com/aapichange).

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[INSERT ORGANIZATION’S BOILERPLATE]

About APIASF

Based in Washington, D.C., the Asian & Pacific Islander American Scholarship Fund (APIASF) is the nation's largest non-profit organization devoted to providing college scholarships for Asian Americans and Pacific Islanders (AAPI). APIASF works to create opportunities for students to access, complete, and succeed after post-secondary education; thereby developing future leaders who will excel in their career, serve as role models in their communities, and will ultimately contribute to a vibrant America. Since 2003, APIASF has distributed more than \$60 million in scholarships to deserving AAPI students. APIASF manages two scholarship programs: APIASF's general scholarship and the Gates Millennium Scholars/Asian Pacific Islander Americans funded by a grant from the Bill & Melinda Gates Foundation.

About CARE

The National Commission on Asian American and Pacific Islander Research in Education (CARE), consisting of a national commission, research advisory group, and research team at New York University, aims to engage realistic and actionable discussions about the mobility and educational opportunities for Asian American and Pacific Islanders (AAPIs) and how distinctions of race, ethnicity, language, and other factors play out in the day-to-day operations of America's education system. Our goal is to provide much needed and timely research on key issues and trends related to access and participation of Asian Americans and Pacific Islanders in higher education.